TOBACCO INDUSTRY RESEARCH COMMITTEE
350 FIFTH AVENUE NEW YORK 1, N. Y.

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Application For Research Grant

Date: November 5, 1954

1. Name of Investigator: Robert C. Wilson and Leslie H. Squier (co-investigators)

2. Title: Associate Professor and Instructer, Psychology Dept.

3. Institution & Address: Reed College, Portland 2, Oregon

4. Project or Subject: A study of the relationships between personality patterns, smoking behaviors, and lung cancer, cancer, and heart diseases.

It is hypothesized that the ~~major~~ major relationship between smoking and the occurrence of lung cancer, cancer, and heart disease is not a causal one. Rather, it is hypothesized that both smoking and the occurrence of these diseases are in part dependent upon antecedent personality factors. Parenthetically, these personality factors may be related to antecedent physiological or biochemical factors which are beyond the scope of the present investigation.

5. Detailed Plan of Procedure (Use reverse side if additional space is needed):

The complete study is conceived of in four phases:

Phase 1: An empirical study of personality differences between cigaret smokers, pipe smokers, cigar smokers, and non-smokers, using the Minnesota Miltiphasic Personality Inventory, a self-description adjective check list, and a specially constructed questionnaire concerning a variety of specific smoking behaviors hypothesized to bear a relationship to personality differences. This phase, to be carried out on readily available groups, would yield:

1) A scale of objective personality items differentiating various types of smokers from non-smokers and from each other.
2) A determination of significant differences in self-description and specific smoking habits.

In addition, this phase will serve to delineate more sharply the hypotheses to be tested in Phase 2.

Phase 2: Depth interviews of a stratified sample of adult cigaret, pipe, and cigar smokers and non-smokers. The interview technique provides an opportunity for a fuller exploration of some of the hypothesized differences in personality pattern than is possible by the methods employed in Phase 1. In addition, this phase will provide a cross-validation of the findings of Phase 1.

Phase 3: An extension of the study to lung cancer, cancer, and heart disease patients, using the techniques and findings developed in Phases 1 and 2. Personality comparisons will be made between smokers with cancer, non-smokers with cancer, and smokers and non-smokers without cancer. It should be possible to develop a scale of cancer-proneness based on personality items, which would be more predictive of cancer than would smoking or non-smoking behavior.

Interesting view somewhat superficial. Poss. important. Phase 3 only. Rough

Good approach

Rough

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Phase 4: A follow-up study of the subjects used in Phase 2, or a study of individuals being admitted to a hospital for various ailments, including cancer. The Cancer-Proneness scale could be validated by administration prior to diagnosis.

The present proposal requests funds to cover Phases 1 and 2 only, since they will require approximately a year to complete. Upon completion of these phases, a detailed proposal will be submitted for Phases 3 and 4.

Phase 1, Supplimentary Information

First there will be a more detailed survey of the literature, both for the purpose of coordinating the outlined research with previously-conducted studies, and to provide additional hypotheses.

The subjects used will be several hundred students at various colleges and universities, and employees of certain state institutions where the MMPI, (Minnesota Multiphasic Personality Inventory) is routinely administered. This will provide a large sample representing more than one geographical area and socio-economic level, at a maximum economy of time and expense. The MMPI, developed initially as a clinical test, has proved useful in differentiating groups according to various non-clinical behavioral criteria. Personality Scales can be developed to differentiate various types of smokers and non-smokers, and give additional information as to the personality patterns characteristic of these types.

The self-descriptive adjective check list is compiled of common adjectives used to describe people in every-day speech. Each subject checks those adjectives which he believes to describe himself as he really is. This procedure, widely employed for personality assessment, would provide a clear picture of differences between self-descriptions of the various smoker and non-smoker types, to supplement the descriptive material from the MMPI.

The questionnaire of specific smoking habits will be based upon a preliminary survey of such habits believed by smokers themselves to be of relative importance, such as the quantity of cigarets smoked per day, inhaling, smoking before breakfast or during periods of interrupted sleep, etc. From the data provided by this questionnaire, it will be possible to establish empirically various categories of smokers and non-smokers, as well as to make a preliminary outline for the interview schedule to be used in Phase 2.

IBM machine methods will be used rather extensively in analyzing the data derived from this phase. Use of these methods enables a considerable economy in expenses for clerical operations.

At the completion of Phase 1, a report will be prepared presenting the findings up to that point.

Phase 2, Supplementary Information

Depth interviews will be carried out during the middle of 1955, so as to make use of the analyses of the data from Phase 1. Approximately 600 interviews will be conducted using a stratified sample of smokers and non-smokers. This phase will not only provide validation of the material from Phase 1, but will supplement this with information about the motivational patterns which differentiate the smoker from the non-smoker. As is apparent in the attached budget, the expense of obtaining and analyzing interview data is much greater than that involved in Phase 1. However, the interview enables the use of projective methods designed to reveal aspects of personality which are not readily accessible through the use of paper-and-pencil tests.

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This sort of procedure requires well-trained, intelligent interviewers. A number of such people are available in this area for employment during the summer months. Again, IBM methods will be used to carry out routine clerical operations insofar as possible.

A comprehensive progress report will be prepared at the completion of Phase 2, presenting the findings of both phases. Such interim reports would be prepared as seemed desirable to the Committee.

DETAIL OF BUDGET PLAN

Phase 1		
Professional Salaries	$4,590.00	
Clerical Assistance	1,530.00	
Tests & Questionnaires	1,000.00	
Calculator	750.00	
IBM Estimated Costs	2,500.00	
Travel	1,000.00	
	11,370.00	
Overhead at 20%	2,274.00	
Total, Phase 1		13,644.00
Phase 2		
Professional Salaries	6,120.00	
Interviewers' Salaries	6,120.00	
Analysis and Coding of Interviews	6,120.00	
Clerical Assistance	1,530.00	
IBM Estimated Costs	2,500.00	
Travel	1,000.00	
	23,390.00	
Overhead at 20%	4,678.00	
Total, Phase 2		26,010.00
Overall Total, Phases 1 & 2		$41,712.00

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6. Budget Plan:

Phases 1 and 2
(see detailing on other page)

Salaries	$25,970.00
Expendable Supplies	1,000.00
Permanent Equipment	750.00
Overhead	6,952.00
Other	7,000.00
Total	$41,712.00

7. Anticipated Duration of Work:

Phase 1: 4 to 6 months
Phase 2: 6 to 8 months

8. Facilities and Staff Available:

All necessary facilities and staff are available.

9. Additional Requirements:

10. Additional Information (Including relation of work to other projects and other sources of supply):

Signature /s/ Leslie H. Squier
Director of Project

/s/ C. J. Taylor
Business Officer of the Institution

Controller

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